

ARIEL BLACKMAN

UX/UI DESIGNER

CONTACT ME

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SPECIALTIES

UX/UI

Prototyping

UX auditing

User research and journey
mapping

Graphic design

TOOLS

Figma

FigJam

Miro

Adobe Creative Suite

Webflow

Dovetail

EDUCATION

GRAPHIC INFORMATION TECHNOLOGY

ARIZONA STATE UNIVERSITY

Bachelor Of Science

May 2016

CERTIFIED UX DESIGNER

CAREERFOUNDRY

Certificate

February 2019

PROFILE

Agile design specialist with a talent for user experience design. Masterfully shape the brand identities of organisations through telling diverse stories that breed connection. An experienced resource that can instantly oversee existing projects from initial creation and execution of design, to follow through with production to the finished product. Dedicated to changing the digital landscape through creating designs that evoke the satisfaction of users whilst providing a lasting sense of wonder.

EXPERIENCE

USER EXPERIENCE DESIGNER

Multiple organizations, multiple locations | 2015 - Present

UX/UI Designer, Pepper Money (2022): Defining what digital mortgages looks like for a non-conforming lender.

- **UX projects:** Primary UX designer supporting two squads as the UX resource developing wire frames to provide a seamless experience for our customers who use our central portal and future digital mortgages journey.
- **User research:** Conducted indepth usability testing and user research to better understand how users interacted with our digital mortgages journey and adjust our design to better suit our customers needs.
- **Tools used:** Figma, Dovetail

UX/UI Designer, Geronimo (2021): Geronimo is a mobile first customer experience agency based in North Sydney.

- **UX projects:** Primary UX designer on multiple confidential client projects consisting of developing the foundational user flows, journeys, and wire frames to provide a seamless experience for our clients platforms.
- **Webflow websites:** Designed and built corporate company websites starting from figma designs to fully built and launched webflow websites.
- **Tools used:** Figma, Webflow, Adobe CC

Product Designer, Ignition Advice (2020 to 2021): Working with an international team making financial advice more accessible for all who seek it.

- **Design system:** Ignition needed a white label brand to demonstrate their advice journeys to potential clients. After researching the market for current user trends I created a living design system based on IBM Carbon that encompassed the components needed to help designs moving forward. The components were then reused as new advice journeys and designs were created.
- **Prototyping:** Iterated on advice journeys into clickable prototypes to demonstrate how the journeys worked. Designed and built new platform features to help advisers support customers
- **Tools used:** Figma

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RELEVANT PRIOR EXPERIENCE

CameraPro (2017):

Created effective templates for EDM's and emails that promoted sales to customers with one to two day project turnaround time. Processed the digital implementation of the newly formed catalogue on the website.

TAFE Queensland (2017):

Used page layout experience to update content and adjust the layouts of existing Power Points, documents and PDF's to better suit the needs for TAFE's Online delivery platform for the upcoming school semester.

Australian College of Rural and Remote Medicine (2017):

Rebrand the college to help create new guidelines for print and digital media. Designed all conference collateral for the rural medical australia conference. Concepted and built the annual report for that year showcasing achievements across the organisation.

LLI Architectural Lighting (2016-2017):

Branded the company to be more uniform in feel across printed materials such as brochures, fliers, and packaging. Created interactive, LED sample box catalogue visual aids for the sales representatives to demonstrate, promote and sell LLI's products, as a tactile experience that tells an unforgettable story.

Production Designer, Grubhub 2016:

Collaborated with the copywriter and art director, to come up with GIFs and email templates that promoted 5 themes of breakfast, lunch, dinner, people and food, and tap the app to help promote Grubhub and Seamless's delivery service to the masses

Marketing Coordinator, Arizona State

University 2015 - 2016: Created Online and printed materials such as brochures, pamphlets, bookmarks, infographics, posters, flyers, banners, images, stickers and games to promote holistic and general health campaigns for ASU students; this resulted in increased awareness and a higher engagement level of the health programs and services offered.

Design Team Lead, Blackjack Lighting (2015 to 2016, 2018 to

Present): Jack of all trades leveraging UX design skills to managing business-critical projects from the ground up.

- **Website Redesign:** Blackjack needed a new website as their current one became unsupported. I conducted user interviews to understand what their current users would like to see in the new site and influence the new design. This is a current project end result will be a sleek design showcasing Blackjacks products built in Webflow that better reflects where the company is heading.
- **Catalog Design:** Designed and published a sales and marketing catalogue resulting in a 20% uplift in sales.
- **Branding:** Worked with Lead Designer to develop brand guidelines for hard copy and Online media
- **Tools Used:** Figma, Webflow, Adobe CC

Zellebrate (2019 to 2020): Zellebrate is a startup with the mission to be the Amazon for brick and mortar retail stores.

- **Branding:** The current branding and desktop experience lacked and needed a face lift. I have given the brand a clean and refreshing look that will respond with Zellebrates target audience.
- **User Experience:** I conducted research and created layouts for how the home landing page, search results, and product page should look and feel.
- This is an ongoing project and future extensions of the project will include a new mobile app, in depth user testing, and a fresh brand identity. Zellebrate is looking to be re-launched later this year.
- **Tools Used:** Figma, Adobe CC

Aginic (2019): Worked with Australia wide team on products and data analytics using design thinking principles by workshoping, user testing, and prototyping

- **Dashboarding:** NSW Health had a dashboard that provided data to their local health districts and it had many usability issues and a declining user rate.
- **User Research:** Collaborated with my team and the client to conduct in depth user testing to understand current pain points with users and came up with a more inviting and usable dashboard design for NSW Health
- **Onboarding:** Cubiko is a medical booking platform and their team was struggling to get new practices onboarded quickly and efficiently.
- Worked with Cubiko team to come up with a scalable onboarding solution using a mobile first standpoint to a mid-fidelity level
- **Tools Used:** Figma, Usability Error Spreadsheet, Adobe CC

Boongala Build (2018 to 2019): Boongalla Build merged with another company and needed a brand identity to reflect who they are moving forward.

- **User Research:** Researched current trends for color, layout, and logos to give the building brand a clean and modern presence.
- **Branding:** Designed logo to give the brand identity a striking look from using bright, bold colors including the 2018 color of the year
- Designed and built website that reflected branding
- Created day-to-day business documents for quotes to allow for a cohesive look on all correspondence
- **Photography:** Conducted on-site architectural photoshoot of Hospital
- **Tools Used:** Figma, Adobe CC